

MULTIMEDIA



UNIVERSITY

STUDENT ID NO

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MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 2, 2018/2019

LIC1027  
INTERCULTURAL COMMUNICATION  
(All groups/sections)

6 MARCH 2019  
9.00 AM – 11.00 AM  
(2 Hours)

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**INSTRUCTIONS TO STUDENT**

1. This question paper consists of **ONE** page.
2. Answer **ALL** questions in the Answer Booklet provided.

**STRUCTURED QUESTIONS [50 MARKS]****Instruction:** Answer ALL questions.**Question 1**

Explain the six (6) imperatives of intercultural communication.  
Provide one (1) example for each imperative.

(12 marks)

**Question 2**

Explain the following about culture and provide one (1) example for each:

- i. Culture is learned
- ii. Culture involves perception and values
- iii. Culture involves feelings
- iv. Culture is shared
- v. Culture is expressed as behaviour
- vi. Culture is dynamic

(12 marks)

**Question 3**

Explain the stages of minority identity development. Provide a sample situation for each stage.

(8 marks)

**Question 4**

Explain and provide example for six (6) challenges in intercultural relationships.

(12 marks)

**Question 5**

Explain three (3) influences on conflict management. Provide one (1) situation for each conflict management.

(6 marks)

**End of Paper**

